Getting it straight

Time Magazine Quality Dealer (1983) John H. Londoff, right, explains the intricacies of the Kansas Jack Lazer Beam Aligner and Magna Rack recently installed at his St. Louis-area dealership to St. Louis Cardinals shortstop Ozzie Smith, advertising spokesman for Johnny Londoff Chevrolet. Londoff hosted an open house for more than 200 local insurance adjusters and collision repair specialists. His is the first dealership in the area to use the sophisticated alignment equipment.

VW reduces diesel prices on Rabbit and Jetta models

TROY, Mich. — In an effort to improve the sales of its slow-selling diesels, Volkswagen of America has made that engine standard equipment on base '84 VW Rabbit and Jetta models and has cut prices of those cars.

The Rabbit L two-door diesel has a sticker of $6,390, down $650 from last year's $7,040 tag. The four-door diesel is $6,600, also down $650.

A gasoline engine also is available on the Rabbit L, but the two-door price of $6,530 is $240 more than last year's $6,-290.

An engine-transmission change on the Rabbit GL four-door sedan cut the price to $7,-130, down $570 from $7,700. The '84 has a carbureted gas engine with four-speed gearbox. The '83 had fuel injection (gas) and five-speed. An '84 Rabbit GL with FI and five-speed is $7,-465.

The Rabbit GTI two-door rose $360 to $8,350.

The Jetta diesel two-door sedan for '84 is $7,390, down $600 from the price of the '83 with gasoline engine. VWoA said the price is down $1,200 when the engine change and other equipment adjustments are considered.

The VW Scirocco coupe is $10,870, up $720 from the '83 price. The Rabbit convertible, at $10,980, has risen $385.

In the top-line Quantum series, the base models and the GL coupe have been dropped, leaving only the GL four-door sedan and GL wagon.

The GL sedan is $12,980, up $820, and the wagon is $13,780, up $890. Quantum standard equipment includes air conditioning and a five-cylinder engine/five-speed transmission powertrain team that is new for '84.

The Vanagon L seven-seat van is $11,675, an increase of $475.

Rabbit two-door and four-door hatchback models are built in the U. S. The Rabbit convertible and Jetta, Scirocco, Quantum and Vanagon models are imported from Germany.

$7,000 raised for cancer victim by auto people

LANCASTER, Pa. — Lancaster County auto dealers and auctioneers have helped raise more than $7,000 to assist cancer-sticken auctioneer John E. Martin.

Martin has been fighting cancer for about three months, said his employer, J. Omar Landis, owner of Garden Spot Auto Auction, Ephrata, Pa., where Martin has worked 16 years. Martin also operates his own auction, John & Paul Martin Auctioneers, of Ephrata.

The fund raising began when John Stitts, owner of Stitts 66 Auto Sales in Ford City, Pa., donated a 1975 Buick Skylark to Garden Spot. Stitts said the car could be sold and the proceeds donated to Martin.

Garden Spot raffled off the car and raised some $5,000. The winner of the car opted to take $500 and return the car to Garden Spot for sale again. Next, a group of Pennsylvania auctioneers paid $1,000 for the car and returned it to Garden Spot.

It finally was purchased for $975 by Holsinger Used Cars, Mifflintown, Pa., which promised to sell the car at retail and donate any profit to Martin.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

SEVEN MONTHS, 1983 VS. 1982★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	July, '83	.....	.....	.....	.....	.....	.....	.....	**54**	**54**
	July, '82	.....	.....	.....	.....	.....	.....	.....	37	37
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**516**	**516**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	349	349
CHEVROLET	**July, '83**	**42,756**	**32,994**	**2,527**	.....	**20**	**505**	**671**	**42**	**79,515**
	July, '82	29,688	25,023	2,217	.....	27	447	721	52	58,175
	Year to Date '83	**269,589**	**212,424**	**8,232**	.....	**149**	**2,701**	**3,725**	**274**	**497,094**
	Year to Date '82	241,167	188,523	11,272	.....	242	2,638	4,374	404	448,620
(Memo Units) #	**July, '83**	**28,431**	**14,377**	.....	.....	.....	.....	.....	.....	**42,808**
	July, '82	17,456	9,615	.....	.....	.....	.....	.....	.....	27,071
	Year to Date '83	**183,480**	**88,245**	.....	.....	.....	.....	.....	.....	**271,725**
	Year to Date '82	145,121	63,737	.....	.....	.....	.....	.....	.....	208,858
DODGE	**July, '83**	**11,690**	**9,130**	.....	.....	.....	.....	.....	.....	**20,820**
	July, '82	12,910	7,239	.....	.....	.....	.....	.....	.....	20,149
	Year to Date '83	**85,997**	**58,588**	.....	.....	.....	.....	.....	.....	**144,585**
	Year to Date '82	85,704	45,287	18	.....	.....	.....	.....	.....	131,009
(Memo Units) #	**July, '83**	**8,150**	**7,110**	.....	.....	.....	.....	.....	.....	**15,260**
	July, '82	7,619	5,399	.....	.....	.....	.....	.....	.....	13,018
	Year to Date '83	**53,749**	**42,172**	.....	.....	.....	.....	.....	.....	**95,921**
	Year to Date '82	54,025	31,265	.....	.....	.....	.....	.....	.....	85,290
FORD	**July, '83**	**32,481**	**48,505**	.....	.....	.....	**1,316**	**1,653**	**703**	**84,658**
	July, '82	22,313	35,575	.....	.....	.....	947	1,805	852	61,492
	Year to Date '83	**188,865**	**309,180**	.....	.....	.....	**5,673**	**10,507**	**4,296**	**518,521**
	Year to Date '82	142,714	257,865	.....	.....	.....	6,266	12,958	5,200	425,003
(Memo Units) #	**July, '83**	**25,781**	**18,421**	.....	.....	.....	.....	.....	.....	**44,202**
	July, '82	14,680	15,433	.....	.....	.....	.....	.....	.....	30,113
	Year to Date '83	**144,833**	**119,755**	.....	.....	.....	.....	.....	.....	**264,588**
	Year to Date '82	78,031	96,264	.....	.....	.....	.....	.....	.....	174,295
FREIGHTLINER	**July, '83**	.....	.....	.....	.....	.....	.....	.....	**908**	**908**
	July, '82	.....	.....	.....	.....	.....	.....	.....	494	494
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**5,864**	**5,864**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	4,107	4,107
GMC	**July, '83**	**9,962**	**10,179**	**98**	.....	**23**	**447**	**633**	**528**	**21,870**
	July, '82	6,584	8,147	83	.....	149	366	820	737	16,936
	Year to Date '83	**60,884**	**66,840**	**228**	.....	**159**	**3,018**	**5,114**	**3,511**	**139,752**
	Year to Date '82	50,535	57,014	714	.....	684	2,166	9,165	5,109	125,387
(Memo Units) #	**July, '83**	**6,231**	**4,657**	.....	.....	.....	.....	.....	.....	**10,888**
	July, '82	3,185	2,582	.....	.....	.....	.....	.....	.....	5,767
	Year to Date '83	**37,327**	**27,580**	.....	.....	.....	.....	.....	.....	**64,907**
	Year to Date '82	25,147	16,793	.....	.....	.....	.....	.....	.....	41,940
INTERNATIONAL	**July, '83**	.....	.....	.....	.....	.....	**1,800**	**1,024**	**1,598**	**4,422**
	July, '82	.....	.....	.....	.....	.....	1,292	969	1,503	3,764
	Year to Date '83	.....	.....	.....	.....	.....	**9,489**	**6,332**	**10,493**	**26,314**
	Year to Date '82	.....	.....	.....	.....	.....	8,307	7,007	10,054	25,368
JEEP	**July, '83**	**3,172**	**2,036**	.....	.....	.....	.....	.....	.....	**5,208**
	July, '82	3,529	1,618	.....	.....	.....	.....	.....	.....	5,147
	Year to Date '83	**23,014**	**15,424**	.....	.....	.....	.....	.....	.....	**38,438**
	Year to Date '82	20,246	14,133	.....	.....	.....	.....	.....	.....	34,379
(Memo Units) #	**July, '83**	**3,172**	**1,778**	.....	.....	.....	.....	.....	.....	**4,950**
	July, '82	3,529	1,259	.....	.....	.....	.....	.....	.....	4,788
	Year to Date '83	**23,014**	**12,910**	.....	.....	.....	.....	.....	.....	**35,924**
	Year to Date '82	20,246	10,582	.....	.....	.....	.....	.....	.....	30,828
KENWORTH	**July, '83**	.....	.....	.....	.....	.....	.....	.....	**592**	**592**
	July, '82	.....	.....	.....	.....	.....	.....	.....	578	578
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**3,662**	**3,662**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	4,340	4,340
MACK	**July, '83**	.....	.....	.....	.....	.....	**188**	**75**	**990**	**1,245**
	July, '82	.....	.....	.....	.....	.....	162	52	1,091	1,305
	Year to Date '83	.....	.....	.....	.....	.....	**1,172**	**572**	**6,638**	**8,382**
	Year to Date '82	.....	.....	.....	.....	.....	1,264	346	7,742	9,352
MERCEDES-BENZ	**July, '83**	.....	.....	.....	.....	.....	**145**	**92**	.....	**237**
	July, '82	.....	.....	.....	.....	.....	145	94	.....	239
	Year to Date '83	.....	.....	.....	.....	.....	**998**	**517**	.....	**1,515**
	Year to Date '82	.....	.....	.....	.....	.....	1,223	553	.....	1,776
PETERBILT	**July, '83**	.....	.....	.....	.....	.....	.....	.....	**528**	**528**
	July, '82	.....	.....	.....	.....	.....	.....	.....	435	435
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**3,723**	**3,723**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	3,377	3,377
PLYMOUTH	**July, '83**	**361**	**401**	.....	.....	.....	.....	.....	.....	**762**
	July, '82	543	332	.....	.....	.....	.....	.....	.....	875
	Year to Date '83	**2,956**	**2,574**	.....	.....	.....	.....	.....	.....	**5,530**
	Year to Date '82	3,998	2,460	.....	.....	.....	.....	.....	.....	6,458
VOLVO	**July, '83**	.....	.....	.....	.....	.....	.....	**78**	**38**	**116**
	July, '82	.....	.....	.....	.....	.....	.....	49	37	86
	Year to Date '83	.....	.....	.....	.....	.....	.....	**481**	**344**	**825**
	Year to Date '82	.....	.....	.....	.....	.....	.....	224	110	334
WESTERN STAR	**July, '83**	.....	.....	.....	.....	.....	.....	.....	**25**	**25**
	July, '82	.....	.....	.....	.....	.....	.....	.....	34	34
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**170**	**170**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	408	408
WHITE	**July, '83**	.....	.....	.....	.....	.....	.....	.....	**170**	**170**
	July, '82	.....	.....	.....	.....	.....	.....	.....	182	182
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**1,234**	**1,234**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	1,178	1,178
MISCELLANEOUS*	**July, '83**	**36,921**	**770**	.....	**32**	.....	.....	**15**	**99**	**37,837**
	July, '82	25,894	581	.....	.....	**2**	.....	25	101	26,603
	Year to Date '83	**222,653**	**4,402**	.....	**181**	**5**	.....	**142**	**500**	**227,883**
	Year to Date '82	174,885	3,750	.....	5	7	.....	94	883	179,624
TOTALS	**July, '83**	**137,343**	**104,015**	**2,625**	**32**	**43**	**4,393**	**4,241**	**6,275**	**258,967**
	July, '82	101,461	785,65	2,300	.....	178	3,359	4,535	6,133	196,531
	Year to Date '83	**853,958**	**669,432**	**8,460**	**181**	**313**	**23,049**	**27,390**	**41,225**	**164,008**
	Year to Date '82	719,249	569,032	12,004	5	933	21,864	34,721	43,261	1,401,069

★—No registrations for Oklahoma, 1983 and 1982.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, El Camino, LUV and S-10 compacts; Ford, vans, Bronco, Courier, Ranger and Bronco II; GMC, vans, Jimmy, Caballero and S-15 compacts; Dodge, Ram 50, Ramcharger, Ram Van and Rampage; Jeep, CJs, Cherokee, Wagoneer and Scrambler. Plymouth trucks are Voyager, Arrow, Trail Duster and Scamp.

—Compiled from R. L. Polk & Co. data

Year-to-date sales top 1982 by 71 pct.

It's turnaround time for GM J-car

Continued from Page 1

priced model was the Cavalier Cadet, Pontiac's the J-2000 S, and each was several hundred dollars cheaper than the first J-cars available.

Cadillac went another route, trimming prices only a little but adding more standard equipment.

Today, the least-expensive Cavalier, 2000 Sunbird, Buick Skyhawk and Oldsmobile Firenza can be had for less than the lowest introductory prices offered in 1981 and 1982.

• Perhaps not surprisingly, the price of the average Cavalier isn't actually much different from its first introductory price. Jack A. Madejchick, Chevrolet director of marketing information and systems, said Cavalier buyers have been ordering their cars with lots of options.

But the return to the traditional domestic-car pricing strategy has worked well for the four divisions. Following a separate path, the Cadillac Cimarron's base price has risen 4 percent since 1981, despite product improvements and upgradings.

Competitors have also helped J-car sales: They have introduced new, higher-priced models that have made the Js look more attractive in price than they did originally.

Consumers have finally accepted not only the necessity for downsizing, but the fact that a new-technology downsized car can cost more than a bigger but older-technology car. This, too has worked in favor of GM's subcompact.

The Japanese, able to sell every car they are allowed to export to the U. S., have raised prices of the J-car-sized models from 8 to 12 percent during the same time the Js have held steady or declined in price.

• Chevy dealers told AUTOMOTIVE NEWS they are now selling the Cavalier against the smaller but similarly priced Ford Escort and Plymouth Horizon. Others note the J-car has taken a chunk of the X-car market from buyers wary of recalls.

But the J-cars are no longer priced like the X-cars. The J-cars are now closer to Mustang, Aries/Reliant and Volkswagen in price.

And they attract buyers as diversified as their competition. Chevrolet is finding the Cavalier attracting mostly those who bought small subcompacts before and who are ready to upgrade to a roomier, more highly equipped four-passenger car, Madejchick said.

Those buyers are frequently trading foreign subcompacts. Cavalier's buyer demographics reflect that: 55 percent white collar, 43 percent college graduates, 32 to 38 years median age.

The other divisions also term the J-car an import conquestor But for them, it provides an entry-level car for first-time buyers of their lines. Performance and sporty appearance packages are appealing to young, single affluents. Professional women provide a big chunk of the J-car markets at Pontiac, Olds, Buick and Cadillac.

In an unscientific telephone poll, dealers for those four divisions rated their J-cars lower than the divisional spokesmen did on their roles as import conquest cars. Their shoppers have been looking for a domestic car, and the toughest competition is often the other GM dealer down the street, dealers said. Nevertheless, Cadillac figures 80 percent of Cimarron's sales are conquests.

It projects the base market for Cimarron will continue to grow as the baby boomers age and move into the "near-luxury" segment.

The Cimarron, which sold 14,200 units in its first full model year, is expected to sell 23,000 in 1984 and 50,000 by the mid to late 1980s, according to Gordon Horsburgh, Cadillac director of marketing.

Although the median age of a Cimarron buyer, at 48, is a good 10 years above the median age of the Chevy Cavalier buyer, that is still young by Cadillac standards: The median age of all Cadillac buyers is 57.

Horsburgh talked about the gradual educational process that is going on at Cadillac dealerships across the nation, as the sales staffs are taught to treat 30-year-olds with beards as serious prospects.

And that brings up another factor in the J-car turnaround story: Dealer acceptance of the product. It is being viewed as an easy car to sell because it is roomier than other subcompacts and priced within reach of most new-car families.

Brand-new cars usually take two to three years to reach their sales peak, explained John R. Dabels, Buick general director-marketing and sales planning.

Buick has stressed the need to take the Skyhawk for a test drive, reasoning that 80 percent of Skyhawk buyers have never bought a Buick and so have no brand loyalty. Younger buyers are less brand-loyal anyway and will shop five or six stores before deciding on a Skyhawk, Dabels said.

• Almost to a person, dealers told AUTOMOTIVE NEWS their supplies of J-cars (and virtually everything else) are low and that they would take all they can get.

That brings out another part of the J-car's equation for success this year and last: Availability. Two of the three GMAD plants producing the cars are already on overtime on two shifts. The third plant, in Kansas City, is not running overtime because it is preparing to add a second shift Oct. 27. It will take a few months until overtime can be started at that plant, a GMAD spokesman said.

So there will be more J-cars to sell, probably beginning in November as the pipeline refills after the start of the '84 model run.

And because CAFE rules require GM to offset its increased big-car sales with fuel-efficient units, it is safe to say the optimistic forecasts for J-car sales will be met, even if that requires another round of incentives.

The Js really took off with the last round of interest-rate incentives offered by GM, dealers said. But they also agreed that the cars are now selling just fine without them.

Finally, most of the divisions are spending what they say is a disproportionate share of their advertising dollars on their J-cars, considering their volume. But that is considered necessary to attract first-time buyers. And because Chevrolet expects the Cavalier to be its No. One car this year, its ad spending will reflect that.

J-CAR MODEL-YEAR SALES

	1981*	1982**	1983***	1984****
Chevrolet Cavalier	43,700	121,000	218,000	360,000
Pontiac J2000/ 2000/2000 Sunbird	34,100	59,000	78,000	n/a
Buick Skyhawk	0	33,000	72,000	130,000
Oldsmobile Firenza	0	19,600	34,000	70,000
Cadillac Cimarron	8,800	14,200	20,000	23,000
TOTAL	86,600	246,800	422,000	n/a

*—Cavalier, Sunbird and Cimarron introduced in May as 1982 models; totals are for model year ending October, 1981.
**—Skyhawk and Firenza introduced in March.
***—Estimated.
****—Forecasts by divisions.

Rouge Steel jobs saved as workers OK pay cut

By Marjorie Sorge
Labor Editor

DETROIT.—Workers at Ford Motor Co.'s Rouge Steel operation have approved a new concessions contract which will cut their wages by about $4.13 an hour.

The new agreement means the workers will keep their jobs. Ford had said if concessions were not made the operation would close. Workers at the plant were making about $28 an hour in wages and benefits.

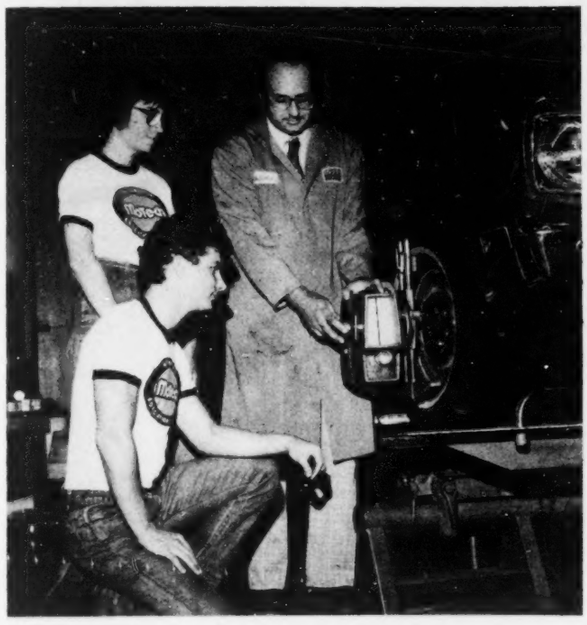
There are 3,400 active workers at the plant. Between 650 and 750 workers currently on layoff are being called back beginning today (Oct. 3), leaving about 300 off the job.

The new agreement, which expires July 31, 1986, "trades money benefits for the opportunity to retain the jobs of thousands of workers in the Rouge plants," according to a special edition of Ford Facts published by Local 600, which represents those workers.

Under the plan, the existing incentive rate is reduced by 99 cents and incentive plan earnings are reduced by 20 percent.

In addition the cos -of-living-adjustments (COLA) formula will be revised from one cent for every 0.26 percent change in the Consumer Price Index to one cent for every 0.30 percent change effective Sept. 1, 1984.

The contract also eliminates the payment of deferred COLA from March, June and September, 1982; cuts holiday and vacation pay and overtime premiums, and reduces the number of holidays and the amount of vacation allotted.



Institute of Engineering renaissance

Michelle Murawa, left, and Frank Fodale, center, learn about wheel alignment from MoTech chassis instructor Geoff Blain at Chrysler Corp.'s MoTech Automotive Education Center, Livonia, Mich. Murawa and Fodale are among 10 new engineers who recently entered the reactivated Chrysler Institute of Engineering program. This fall, they began their work-study program leading to a master of science degree. The Institute of Engineering was temporarily suspended in 1980 while the corporation struggled to regain its financial balance.

factories list auction dates

Continued from Page 49

tion, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Oct. 25—Aptco Auto Auction, Taylor, Mich.

Oct. 26—Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

Oct. 27—Evansville Auto Auction, Evansville, Ind.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Chrysler Corp.

Oct. 4—Baltimore Washington Auto Exchange, Baltimore, Md.

Oct. 5—Southern Auto Auction, Warehouse Point, Conn.

Oct. 6—Clanton's Auto Auction, Darlington, S. C.; Indianapolis Auto Auction, Inc., Indianapolis.

Oct. 11 Aptco Auto Auction, Taylor, Mich.

Oct. 12—Minneapolis Northstar Auto Auction, Shakopee, Minn.

Ford Motor Co.

Oct. 5—Columbus Fair Auto Auction, Obetz, O.

Oct. 12—Clanton's Auto Auction, Darlington, S. C.

Oct. 25—Dallas Auto Auction, Grand Prairie, Tex.

Oct. 26—Golden Gate Auto Auction, Fremont, Calif.

General Motors

Oct. 5—Hatfield Auto Auction, Hatfield, Pa.

Oct. 6—Aptco Auto Auction, Taylor, Mich.

Oct. 10—Arena Auto Auction, Chicago, Ill.

Oct. 11—Dallas Auto Auction, Dallas, Tex.

Oct. 12—Atlanta Auto Auction, Red Oak, Ga.

Oct. 13—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Oct. 18—Southern Auto Auction, E. Windsor, Conn., and Ohio Auto Auction, Columbus, O.

Oct. 19 — Minneapolis Northstar Auto Auction, Shakopee, Minn., and Brasher's Southern California Auto Auction, Fontana, Calif.

Oct. 20—Nashville Auto Auction, Nashville, Tenn.

Oct. 26—Metro Auto Auction of Kansas City, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S. C.

Oct. 27 — Indianapolis Auto Auction, Indianapolis, Ind., and Butler Auto Auction, Gibsonia, Pa.

Used Car Sales
Auction Averages

September	$5,190
Month ago	$5,272
Year ago	$4,807

Model breakdown
Auction Averages

	SEPTEMBER	AUGUST	JULY
1983	$ 9,960	$10,166	$11,178
1982	7,629	7,702	7,622
1981	6,179	6,158	6,164
1980	5,193	5,129	5,281
1979	4,613	4,577	4,529
1978	3,405	3,579	3,353
1977	2,523	2,781	2,645
1976	1,811	1,926	2,113
Overall Average	$ 5,190	$ 5,159	$ 5,172

Domestic total up 6 pct. in mid-September

Chrysler, Ford pace sales gain

Led by strong showings from Chrysler Corp. and Ford Motor Co., domestic new-car sales during the second 10-day period of September increased 6.57 percent from the equivalent 1982 period.

Dealers reported 164,776 sales for Sept. 11-20, up from the 154,617 sold during the comparable 1982 period and the highest tally for mid-September since 1979 sales of 228,100 cars.

Year-to-date, the domestic makers through Sept. 20 sold 4,739,887 cars, up 17.43 percent from the 4,036,183 delivered during Jan. 1-Sept. 20, 1982.

There were eight selling days during both the 1983 and 1982 periods. Dealers sold 20,597 cars per day from Sept. 11-20, 1983, compared with 19,327 during mid-September, 1982.

All auto makers except General Motors posted gains during mid-September. Chrysler sales of 21,431 cars represented a 35.55-percent boost from the 15,810 sold during the year-ago period. Ford sold 41,920, up 27.49-percent from 32,881 in 1982.

The Ford and Chrysler gains came at GM's expense. GM sales of 92,639 were down 8.81 percent from the 101,593 deliveries of the equivalent 1982 period. Likewise, GM's market share plunged — down 9.49 percentage points — from 65.71 percent in '82 to 56.22 percent in '83.

GM blamed the losses on current low inventories and strong pre-introduction sales during mid-September, 1982, when inventories were still high and dealer incentives were in place.

Ford grabbed a 25.44-percent share of the mid-September market, a 4.17-percent boost from the 21.27-percent it held during mid-September, 1982. Chrysler penetration topped 13 percent, up 2.79 points from 10.22 percent last year.

Estimated sales of American Motors products increased 100 percent during the period. Volkswagen of America sold 2,312 domestic models, up 13.72 percent from the 2,033 sold last year. Both AMC and VW posted penetration gains.

At Chrysler, the Chryler line posted the largest sales increase. Sales of 7,341 vehicles represented a 50.15-percent increase over the 4,889 of 1982. Dodge was a close second, recording a 48.96-percent hike on sales of 8,126 cars.

Mercury showed the biggest percentage gain at Ford. Its 11,675 deliveries for Sept. 11-20 netted a 47.46-percent increase over 7,917 sales during 1982. Ford and Lincoln posted 22.28-percent and 12.69-percent sales gains, respectively.

Buick, Chevrolet and Pontiac reported losses during the period, while Oldsmobile and Pontiac posted gains. On a percentage basis, the biggest loser was Buick: 18,885 sales, down 20.40 percent from 23,725 during 1982. Cadillac recorded the largest percentage gain: 7,874 sales, up 26.75 percent from 6,212.

DOMESTIC SALES

	Sept. 11-20, 1983	Sept. 11-20, 1982
Renault	3,680	.....
AMC	920	2,300
AMERICAN MOTORS	4,600	2,300
Chrysler	7,341	4,889
Imperial	10	40
Plymouth	5,954	5,426
Dodge	8,126	5,455
CHRYSLER CORP.	21,431	15,810
Ford	26,916	22,010
Mercury	11,675	7,917
Lincoln	3,329	2,954
FORD MOTOR	41,920	32,881
Buick	18,885	23,725
Cadillac	7,874	6,212
Chevrolet	31,080	36,463
Oldsmobile	22,121	22,005
Pontiac	12,679	13,188
GENERAL MOTORS	92,639	101,593
VOLKSWAGEN	2,312	2,033
HONDA	1,874	.....
U. S. INDUSTRY TOTAL	164,776	154,617

† Estimate

Dual 25-year awards for O'Brien

Joseph O'Brien, center, president of J. D. O'Brien Olds-Cadillac, Inc., Streator, Ill., received 25-year awards from Cadillac Chicago zone manager Carver Hendrix, left, and Oldsmobile Chicago zone manager Robert Holzworth.

Chrysler boosts discounts; '84 price hike averages $191

Continued from Page 1

16.5 percent, up from 15 percent for '83.

3. The Dodge 600 two-door sedan and convertible have a discount of 16.5 percent. Those models were in the Dodge 400 line for '83 and had a discount of 15 percent. The Dodge 400 name has been dropped.

4. The Plymouth Gran Fury and Dodge Diplomat four-door sedans have a dealer discount of 15 percent, up from 13 percent for '83.

5. On the Dodge 600 and 600-ES four-door sedans, the discount has been cut to 16.5 percent from 18 percent for '83.

Ford Motor Co. also revised some discounts for '84. The changes, some up and some down, affected Ford Escort, EXP and Mustang and Mercury Lynx and Capri (AUTOMOTIVE NEWS, Sept. 19).

• Chrysler's $191 price hike for '84 consists of $148 on the cars and $43 on optional equipment.

The increase was computed on the "comparably equipped" basis, which is the most advantageous method for the manufacturer. In that exercise, the '83 prices are adjusted for equipment additions or deletions before comparing them with '84 prices. General Motors and Ford Motor Co. used the same system.

Chrysler's $191 boost is lower than GM's $232 and Ford's $254. Chrysler does not have as many big cars in its lineup as do its rivals, and big cars have been given the biggest bumps for '84.

Another factor tempers Chrysler's advantage. Chrysler increased destination charges an average of $28 per car, while GM and Ford made no change in those fees.

Destination charges are not included in the Manufacturer's Suggested Retail Price, but they are an important part of the cost to the dealer and the price to the customer.

Destination charges at Chrysler now range from $308 to $475 on domestic cars.

Chrysler's lowest-priced home-built cars, the base Omni/Horizon four-door hatchbacks, have been reduced for '84 despite the addition of steel-belted radial tires and upgraded cloth/vinyl interior trim. The price is $5,380, down $11 from the unadjusted '83 tag of $5,841.

On the sporty side, Plymouth Turismo 2.2 and Dodge Charger 2.2 are $7,288, a cut of $15.

Chrysler is offering an "Automatic Transmission Package" on all Omni/Horizon models and on the base Turismo and Charger. Automatic transmission is free when the buyer orders the 2.2-liter engine, power steering, electronic stereo radio, console, center armrest, rallye wheels and dual remote-control side mirrors.

Base four-door sedans in the Reliant/Aries lines went up $231 and are now $6,949.

The Dodge 600 convertible received one of the bigger increases in the Chrysler fleet. At $10,595, it's up $600. The ragtop started the '83 model year at $12,500 and was cut to $9,995 last January.

The Dodge 600-ES four-door sedan rose only $63 for '84 and now is $9,535. The Chrysler E Class four-door sedan jumped $124 to $9,565.

Plymouth Gran Fury and Dodge Diplomat four-door sedans were increased $932. The '84 sticker is $9,180.

In the above examples, the increases are based on a straight comparison of '84 and '83 prices without adjusting for equipment changes.

Tighter controls take effect in '85 model year

GM loses California diesel petition

EL MONTE, Calif. — The California Air Resources Board has turned down a petition from General Motors to postpone tighter controls over soot-like particles from diesel passenger cars scheduled to go into effect with the 1985 model year.

However, the board did agree to reconsider at a future hearing whether light trucks with diesel engines will be capable of meeting the standards after the 1985 model year.

The action, taken during a public hearing, was the second time in recent months that the CARB has rebuffed diesel manufacturers' requests for more lenient anti-smog standards.

In its petition, GM claimed it needed more time to develop technology to trap the soot-like particles and, without it, some of its largest passenger cars and light trucks with a 350-CID engine could not meet the 0.4-gram-per-mile standard.

In denying the petition, the CARB noted that at least a dozen diesel powered production cars already are meeting the standard a year ahead of time, including some smaller-engine models produced by GM. They also include passenger cars and light trucks with small engines produced by Isuzu, Toyo Kogyo, Volkswagen and Mitsubishi.

• It also was disclosed during the hearing that Mercedes-Benz, which has a product line similar to GM's with heavy passenger cars with large engines, is experimenting with soot-trapping technology and intends to have it installed on cars in time to meet the stricter standards.

The technology, which may be required on big cars with large engines, traps the soot-like particles before they are emitted from the tailpipe. To prevent clogging, the trap periodically burns off the accumulated particulate.

The CARB adopted emission standard for soot-like particles in 1977 after research showed many of them were potentially cancer causing. They also are the optimum size for scattering light and, therefore, can dramatically cut visability in urban areas of the state.

Most current diesel models emit about 0.6 gram per mile of the soot-like material, about 50 to 100 times greater than similar emissions from gas-powered cars. Standards adopted by the CARB will lower those levels to 0.4 gpm in 1985, 0.2 gpm for 1986 through 1988, and 0.08 gpm for 1989 and later.

When the standards were adopted, diesel sales were predicted to be as high as 25 percent of all new car sales. However, price increases in diesel fuel have cut into sales predictions and only about 60,000 diesel-powered passenger cars are expected to be sold in California during 1984.

Last June, during a public hearing in San Diego, the CARB denied requests of a few diesel makers, including GM, to postpone an emission standard for smog-causing nitrogen oxides.

At the time, the board noted that 18 of 21 diesel models already met the standard and an exception for the few who could not meet it was not justified.

Audis recalled for brake pads

TROY, Mich. — Porsche Audi Division of Volkswagen of America is recalling 1978 through 1983 Audi 5000 vehicles equipped with automatic transmissions for installation of a thicker pedal pad which raises the height of the brake pedal.

The safety recall affects 117,000 vehicles and is in response to reports that drivers inadvertently have stepped on both gas and brake pedals when they intended to operate the brakes.

The company said that some vehicles have brake pedals that are not high enough, and a driver could step on both pedals at once and possibly lose control of the vehicle.

GM-Toyota moving ahead while awaiting FTC approval

By Marjorie Sorge
Labor Editor

General Motors and Toyota Motor Co. are putting the final touches on their joint venture despite the lack of FTC approval.

The companies are moving ahead with the building of a stamping plant next to the idle GM Fremont assembly facility which will build the new front-wheel-drive small car.

GM and Toyota broke ground for the stamping operation on Feb. 17. According to a GM spokesman, the construction of that plant is moving along on schedule and has not been held up to await the FTC's approval of the joint venture.

The spokesman also said the two parties are moving ahead on engineering plans and other specifics of the vehicle. If approved, the joint-venture company will start building the small cars in 1985.

According to some sources, an FTC decision could come in October. Many believe that the recent labor agreement with the UAW has made both Toyota and GM more confident of FTC approval.

The project is a 12-year agreement between the two companies to produce 200,000 subcompact cars annually for Chevrolet. The cost has been set at about $300 million, split equally between the companies.

The letter of intent signed last month by GM-Toyota and the UAW guarantees UAW-represented workers laid off from the Fremont plant a majority of the jobs available when that operation reopens under the joint venture. There are about 4,200 workers presumed available for the 2,500 jobs.

GM names Cockerham to personnel position

DETROIT. — Haven E. Cockerham, 36, has been appointed personnel director for General Motors' Central Office. He has been personnel director of the Fisher Body Division plant in McKeesport, Pa., since 1982 and has been with GM since 1969.

Cockerham succeeds Marvin L. Recht, who was appointed director of personnel and public relations for GM's Allison Gas Turbine Operations in Indianapolis.

Auto production climbs to 160,961

Week's output up 76 pct. over '82

By Mary Beth Mayer
Staff Writer

Overtime at 14 plants pushed production of cars last week to its highest point in more than two years.

The domestic auto makers targeted last week's output at 160,961 units, 5.05 percent above 153,234 cars completed the previous week, and a huge 76.82 percent over 91,036 units finished in the year-ago period.

The week's total was the highest since the 162,485 tallied in the week ended May 23, 1981.

Breakdown for the week by company was: General Motors, 57.85 percent; Ford Motor Co., 23.11 percent; Chrysler Corp., 14.16 percent, American Motors, 2.80 percent; Volkswagen of America, 1.46 percent, and Honda, 0.62 percent.

GM had five factories working two shifts Saturday (Oct. 1). Working extra hours were: Detroit; Janesville (Wis.); Lansing, B, D and G lines; Lordstown (O.), and Oklahoma.

Working daily extra hours for Ford last week were Chicago, Lorain (O.) and St. Louis; putting in both extra daily hours and Saturday overtime were Edison (N. J.), Kansas City and Wayne (Mich.).

Chrysler Belvidere (Ill.) and Newark (N. J.) points operated two daily 9-hour shifts last week and the Jefferson (Detroit) plant put in two daily 8½-hour shifts.

Chrysler has scheduled daily and Saturday overtime this week at its Belvidere, Newark and Jefferson points.

This week, three Ford facilities will be working daily and Saturday overtime and three Ford factories will be working extra daily hours. Scheduled to be up on Saturday, as well as putting in additional weekday hours are: Edison, Kansas City and St. Louis. Slated for extra daily hours are: Chicago, Lorain and Wayne.

Change expected at Lotus; Wickins may head company

Continued from Page 3

tial equity base, possibly for the first time ever."

The Lotus board has been increased from four to six. BCA's Wickins and Kiyoshi Matsumoto, a senior Toyota managing director, have joined Chairman Bushell, Managing Director Mike Kimberley, Alan Curtis and Peter Kirwin-Taylor.

It is believed that the sheer size of BCAs' holding in Lotus will inevitably lead Wickins to replace Bushell as chairman.

Similarly, the combination of Toyota's large shareholding and its established and large distribution network in the U. S. could lead to Toyota's taking control of M-90 sales in that country.

The M-90 will use key Toyota components, including a 16-valve four-cylinder engine and five-speed manual gearbox. It will be a front engine/rear drive car in coupe and drophead body styles.

Lotus talks of building a record 5,000 a year, in addition to its more exotic Esprit and Eclat models. The main market will be the U. S.

Kimberley says talk of the U. S. distribution is premature gossip.

"It's an area that we've not determined," he said. "We're still trying to get M-90 off the deck, and the full board has not yet given its approval for the project. The whole project has to be discussed in detail — not just the marketing.

"Analytical teams from our new BCA and Toyota partners are studying the project," Bushell said.

Assuming the new board gives approval within the next few weeks, it will still be 27 months before the car goes on sale. Thus it seems unlikely the new car will appear before the spring of 1986.

It's 75th Anniversary for Model T Ford

DEARBORN, — The Ford Model T first chugged into history 75 years ago on Oct. 1, 1908.

The first year's production reached 10,660 units, breaking all industry records. Seventy years ago this month (Oct. 7, 1913), Ford Motor Co. began assembling the chassis for the Model T on a moving assembly line. By 1914, completed Model Ts were popping out of the door of Ford's Highland Park (Mich.) plant every 40 seconds. Model T production totaled 15,458,781.

Car output tops 19,000 in Canada; trucks are steady

Canadian auto production last week was the highest it has been in 14 weeks.

Last week's estimated output was 19,019; up 4.80 percent from the 18,149 assembled the previous week and 11.13 percent over the 17,115 built in the year-ago week.

During the week ended June 25, Canadian auto makers completed 22,048 units.

So far this year 715,159 cars have been assembled, up 7.21 percent from 667,106 completed in the year-ago period.

Canadian truck makers targeted last week's output at 12,305, 1.26 percent below the 12,462 built the week before, but 77.95 percent ahead of the 6,915 finished in the year-ago week.

Ford Motor Co.'s St. Thomas (Ont.) facility is scheduled to complete its final four weeks of tooling changes this week and reopen Oct. 10. It will add production of full-size Crown Victoria and Grand Marquis cars to the Escort/Lynx subcompact cars already built there.

Chrysler Corp.'s Windsor (Ont.) car facility has finished retooling for production of the Dodge Caravan, Mini Ram Van and Plymouth Voyager. Output of those new models is slated to begin this week.

Truck production shows gain with 53,446 for week

Overtime schedules at 10 assembly points put last week's estimated truck production at 53,446 units, which was 1.02 percent more than the 52,908 completed the previous week when eight plants worked extra hours.

Last week's total was up 55.54 percent from 34,362 trucks assembled in the year-ago week.

Saturday (Oct. 1) overtime was scheduled at General Motors' Detroit, Flint, Janesville (Wis.) and Lordstown (O.) points. Detroit and Flint worked one extra shift, while Janesville and Lordstown worked two extra shifts.

Ford Motor Co.'s Kansas City, Lorain (O.), Louisville, Norfolk, Wayne (Mich.) and Twin Cities (Minn.) facilities worked daily overtime last week. Lorain also worked Saturday.

This week, Ford plans daily and Saturday overtime at six facilities — Kansas City, Lorain, Louisville, Norfolk, Wayne and Twin Cities.

Chrysler Corp. has scheduled its Warren plant to start a second shift next week, and 1,300 persons will be called back to work.

U. S. CAR PRODUCTION

	Week Ended Oct. 1, 1983	Week Ended Oct. 2, 1982	Week Ended Sept. 24, 1983	Sept. Est.	Jan. 1 to Oct. 2, 1982	Jan. 1 to Oct. 1, 1983
AMERICAN MOTORS	4,500	3,760*	5,030	20,413	63,679*	138,643
AMC Total	.....	760*	.....	.....	42,979*	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	4,500	3,000*	5,030	20,413	20,700*	134,572
Alliance	2,900	3,000*	3,429	13,327	20,700*	118,520
Encore	1,600	.....	1,601	7,086	.....	16,052
CHRYSLER CORP.	22,800	15,008	19,692	87,169	447,032	645,166
Plymouth Total	7,400	5,441	6,701	29,982	180,256	230,013
Horizon	3,400	2,216	2,890	20,794	58,725	86,629
Reliant	3,900	3,169	3,679	15,966	120,754	139,667
Caravelle ('83)	50	56	104	425	777	3,632
Gran Fury	50	.....	28	85	.....	85
Chrysler Total	6,600	2,483	5,360	22,692	88,810	156,111
LeBaron	2,100	1,613	1,758	7,285	80,732	64,996
Laser	900	.....	806	3,464	.....	6,407
Chrysler	3,000	870	2,285	10,752	8,078	83,517
Fifth Avenue	600	.....	511	1,191	.....	1,191
Dodge Total	8,800	7,084	7,631	34,495	177,966	259,042
Omni	3,200	2,105	2,770	13,092	54,995	94,926
Aries	3,300	3,620	2,679	12,742	92,410	104,706
Daytona	800	.....	797	2,919	.....	4,731
Dodge 400	.....	508	.....	.....	25,150	18,478
Dodge 600	1,400	851	1,308	5,552	5,411	36,011
Diplomat	100	.....	77	190	.....	190
FORD MOTOR	37,191	19,949	36,359	147,795	825,597	1,119,543
Ford Division	26,865	13,024	24,098	101,326	520,516	719,098
Escort	8,403	4,431	8,267	30,029	209,388	202,899
Fairmont	.....	3,173	.....	.....	94,810	23,728
Mustang	3,016	1,912	2,119	9,406	99,524	83,422
LTD/Granada	4,110	3,508	4,151	16,413	82,141	127,714
Thunderbird	4,506	.....	3,047	16,650	29,326	142,738
Crown Victoria/Ford	2,027	.....	2,379	9,127	.....	70,030
EXP	.....	.....	.....	.....	5,327	1,184
Tempo	4,803	.....	4,135	19,701	.....	67,383
L-M Division	10,326	6,925	12,261	46,469	305,081	400,445
Mercury Total	10,326	4,860	9,596	40,395	233,083	318,838
Lynx	2,134	849	2,067	7,576	65,301	57,365
Capri	1,046	386	692	3,167	27,773	18,043
Zephyr	.....	707	.....	.....	30,343	8,601
Marquis/Cougar	1,653	1,434	1,503	6,174	38,746	54,397
Cougar/XR7	2,815	.....	2,402	11,962	10,580	91,543
Gr. Marquis/Marquis	1,601	1,484	1,871	7,328	58,978	70,350
LN7	.....	.....	.....	.....	1,362	290
Topaz	1,077	.....	1,061	4,187	.....	18,189
Lincoln Total	.....	2,065	2,665	6,074	71,998	81,607
Continental ('82)	.....	413	.....	.....	14,926	8,793
Lincoln	.....	1,075	2,665	6,074	33,203	52,623
Mark VI	.....	577	.....	.....	23,869	20,191
GENERAL MOTORS	93,120	52,208	88,865	369,625	2,517,631	2,912,106
Buick Division	19,596	11,165	20,242	82,220	584,049	659,518
Skylark	3,720	578	4,044	15,561	112,991	80,785
Skyhawk J	1,245	.....	1,266	5,218	52,259	53,440
Century	5,053	1,140	4,325	18,539	92,582	122,804
Regal	4,086	4,043	4,569	18,867	159,752	183,543
Buick	4,262	4,118	4,872	18,951	136,536	181,659
Riviera	1,230	1,286	1,166	5,084	29,929	37,287
Cadillac Division	7,527	5,418	6,193	28,553	176,698	226,945
Cimarron	626	.....	493	2,003	5,815	15,214
Seville	750	592	724	3,137	16,417	25,915
Eldorado	1,425	1,191	1,359	5,918	42,590	55,883
Cadillac	4,726	3,635	3,617	17,495	111,876	129,933
Chevrolet Division	30,300	19,073	29,397	116,514	815,555	948,974
Chevette	4,125	4,837	4,770	18,376	170,354	142,677
Cavalier	7,878	.....	6,474	27,149	66,925	223,443
Celebrity	3,638	2,574	3,067	13,679	54,857	100,727
Camaro	4,620	2,878	4,519	14,823	178,881	143,194
Citation	1,945	2,533	1,866	7,678	135,394	75,069
Malibu/El Camino	687	2,696	591	2,803	94,554	101,571
Monte Carlo	3,047	1,734	3,299	12,939	57,901	78,862
Chevrolet	3,700	1,213	4,122	16,303	34,789	64,148
Corvette	660	608	689	2,704	21,900	19,233
Oldsmobile Division	24,648	10,008	22,105	99,075	587,755	768,328
Omega	1,340	.....	1,083	5,787	64,047	44,131
Firenza	925	.....	893	3,932	35,688	35,292
Cutlass	7,854	4,564	6,577	30,346	155,260	226,909
Cutlass/Ciera	5,630	.....	5,607	22,871	96,068	158,678
Oldsmobile	7,994	4,667	7,076	32,375	212,103	272,242
Toronado	905	777	869	3,764	24,589	31,076
Pontiac Division	11,049	6,544	10,928	43,263	353,574	308,341
Acadian†	.....	187	39	335	9,146	15,801
2000	3,675	.....	2,980	13,208	31,889	79,985
1000	1,181	854	693	4,222	29,525	34,197
Firebird	3,080	1,906	2,727	8,455	105,186	71,262
Phoenix	495	364	464	1,897	38,709	20,079
G. Prix/B'ville ('83)	1,888	2,400	1,894	7,553	108,831	75,264
Parisienne	730	.....	867	3,469	.....	5,710
Fiero	.....	.....	1,264	4,142	.....	6,043
6000	.....	833	.....	.....	30,288	.....
HONDA	1,000	.....	1,031	6,532	.....	33,618
VOLKSWAGEN	2,350	111	2,257	9,502	60,121	69,058
CHECKER	.....	.....	.....	.....	2,163	.....
Total Cars, U. S.	160,961	91,036	153,234	641,036	3,916,223	4,918,134

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 1, 1983	Week Ended Oct. 2, 1982	Week Ended Sept. 24 1983	Sept. Est.	Jan. 1 to Oct. 2, 1982	Jan. 1 to Oct. 1, 1983
CHEVROLET	17,325	12,634	16,834	70,359	520,448	591,371
DODGE	2,400	2,602	2,687	11,691	99,592	102,480
FORD	21,824	11,624	21,913	92,001	537,041	670,977
GMC	6,441	3,597	5,915	24,674	183,897	191,884
INTERNATIONAL	1,181	1,105	1,174	4,313	36,698	37,489
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,625	1,750*	2,666	11,349	66,839*	65,504
NISSAN	600	.....	669	2,383	.....	4,443
AM GENERAL	50*	50*	50*	210*	1,830*	1,870*
MISCELLANEOUS	1,000*	1,000*	1,000*	3,300*	43,000*	37,400*
Total Trucks, U. S.	53,446	34,362	52,908	220,280	1,497,448	1,705,497

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 1, 1983	Week Ended Oct. 2, 1982	Week Ended Sept. 24, 1983	Sept. Est.	Jan. 1 to Oct. 2, 1982	Jan. 1 to Oct. 1, 1983
CHRYSLER CORP.	2,652	2,199	2,767	11,392	79,696	94,568
FORD MOTOR	3,275	2,905	3,556	14,248	106,756	102,209
GENERAL MOTORS	6,248	1,811	6,010	25,988	189,156	191,240
INTERNATIONAL	130	.....	129	412	8,166	4,138
Total Trucks, Canada	12,305	6,915	12,462	52,040	383,774	392,155
N. American Trucks	65,751	41,277	65,370	272,320	1,881,222	2,097,652

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Oct. 1, 1983	Week Ended Oct. 2, 1982	Week Ended Sept. 24, 1983	Sept. Est.	Jan. 1 to Oct. 2, 1982	Jan. 1 to Oct. 1, 1983
AMERICAN MOTORS	480	871	600	2,533	24,140	21,146
CHRYSLER CORP.	.....	3,512	.....	.....	126,278	103,857
FORD MOTOR	5,738	6,010	6,028	29,621	232,768	194,025
GENERAL MOTORS	12,576	6,497	11,296	39,216	276,173	388,671
VOLVO	225	225	225	893	7,747	7,460
Total Cars, Canada	19,019	17,115	18,149	72,263	667,106	715,159
N. American Cars	179,980	108,151	171,383	713,299	4,583,329	5,633,293
N. American Trucks	65,751	41,277	65,370	272,320	1,881,222	2,097,652
North American Cars and Trucks	245,731	149,428	236,753	985,619	6,464,551	7,730,945

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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59th year—$40 per year, $1.00 per copy

Other makers follow GM with programs to hype sales

By Joseph Bohn
Marketing Editor

Product availability may be tight, sales are up briskly—but Detroit's auto makers aren't taking any chances.

After General Motors launched a 12.9 percent APR finance program, Ford, Chrysler and American Motors jumped in quickly with programs of their own.

Ford and AMC essentially matched GM, but Ford added extra cash incentives for sales managers and salespeople. Chrysler didn't follow GM on APR, but offered truck rebates.

Generally, except for Chrysler's rebates, none of these APR and incentive programs are being publicized. And they're of one-month duration only, underscoring a wait-and-see attitude.

Although product shortages are widespread, Detroit has some very large production increases planned for the fourth quarter. And auto makers want to make sure they don't end up sitting on a lot of inventory.

At any rate, Ford jumped on GM's bandwagon by offering 12.9 financing through Ford Motor Credit on most cars and some trucks for Oct. 1-31.

Its APR program covers new '83/'84 vehicles with the exception of Crown Victoria, Mustang, Grand Marquis, Capri, Continental, Town Car, Mark VI/Mark VII, Club Wagon and vans.

• Contracts run from 12 to 48 months. Dealers are free to use the financing or not. They contribute toward it by earning a lower finance reserve — 0.714 percent on non-recourse contracts and 1.614 percent on repurchase contracts.

Ford Division has a separate dealer cash incentive on '83 Mustangs. Dealers can earn $500 per unit sold on regular models and $700 on convertibles.

In five Western states, they earn an extra $200, i.e., $700 on regular Mustangs and $900 on convertibles.

At Ford Division, there's also a Sept. 30-Oct. 31 salespersons' contest. Salespersons can earn $75 for the sale of each '83 or '84 Escort, Thunderbird or Ranger, '84 Tempo or '83/'84 F-150 2WD/4WD equipped with a manual transmission.

Within the program, sales managers earn $25 extra for each eligible unit the salesperson is paid on. If the dealer-

Continued on Page 69, Col. 3

New FWD Toyota

Corolla for '84

Toyota's '84 Corolla front-wheel-drive four-door sedan rides on a 95.7-inch wheelbase and is powered by a transversely mounted 1.6-liter four-cylinder engine. A hatchback FWD Corolla is also available. Story, other pictures are on Page 8.

Stock of new cars holds at 55 days; unit count rises

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory increased by more than 100,000 units during September, but it continued at a healthy 55-day supply Oct. 1, unchanged from a month earlier.

Production increases during September were matched by higher sales, keeping the supply level constant while the unit count grew to 1,195,755 Oct. 1, compared with 1,090,345 a month earlier.

The industry stockpile was in much healthier condition than it was a year earlier, when there were 1,350,393 new-cars in stock, a 69-day supply.

All the corporate makers increased their new-car stocks during September, with General Motors accounting for the lion's share of the gain, although its days-supply figure jumped only from 52 to 54 days.

GM's inventory was lean in some J-car and standard lines, but was generally in quite good balance.

• Ford Motor Co. opened October with a 58-day supply, down from 63 days a month earlier. Ford was also short of big cars, with Lincoln the leanest in its lineup.

Chrysler Corp. also had a 58-day supply Oct. 1, up slightly from a 57-day stockpile a month earlier. Chrysler followed the pattern of lean big-car stocks, with Fifth Avenue its shortest in supply.

American Motors managed to

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build its inventory to a 73-day supply Oct. 1. The bulk of its stockpile were Renault models and Spirit and Concord units were just about gone.

Volkswagen of America had an 82-day supply Oct. 1, up from 55 days a month earlier, and Honda had a slim 12-day stock of U. S.-built Accords, down a bit from 13 a month earlier. .

The Oct. 1 domestic new-car inventory was divided this way: GM, 56.31 percent; Ford Motor Co., 26.11 percent; Chrysler Corp., 12.52 percent; AMC, 3.43 percent; VWoA, 1.34 percent, and Honda, 0.29 percent.

A month earlier, the domestic new-car inventory was divided this way: GM, 56.42 percent; Ford Motor Co., 26.11 percent; Chrysler Corp., 12.60 percent; AMC, 3.20 percent; VWoA, 1.42 percent, and Honda, 0.25 percent.

By market segment, the inventory balance was little

Continued on Page 6, Col. 2

His ads now point out 3-pct. holdback

$49-over dealer angers rivals anew

By Richard A. Wright
Assistant Managing Editor

John Peterson Motors, Lake City (Minn.) full-line General Motors dealer whose $59-over-invoice sales system has touched off a wave of controversy felt all the way to Detroit, is adding a few more ripples.

Fellow dealers, irked by his newspaper ads trumpeting new cars for $49 over dealer invoice, complained to the Minnesota attorney general, who agreed the ads were questionable, Peterson said.

Quick to comply with the attorney general's recommendations, Peterson has managed to irritate his colleagues even more.

Peterson said the attorney general's office agreed with complaints of other dealers that the ads were misleading because they gave the impression that all Peterson was making on the cars was $49 profit.

This is not true, because the 3 percent holdback is included in the invoice and is paid to the dealer, giving him additional profit. The attorney general, Peterson said, suggested a line be added in the ads stating that the price includes a 3 percent holdback which is paid by GM to Peterson.

Peterson said he drew up an ad with big block letters which stated that the invoice price included "a 3 percent holdback which is paid by GM to all of its dealers."

• Peterson said that GM dealers in Minneapolis-St. Paul met recently with a GM corporate official to discuss Peterson and his $49-over marketing system.

A source said the GM representative told the dealers that legally there was nothing it could do as long as Peterson broke no laws and did not violate the franchise agreement. The source declined to identify the GM representative.

Peterson's marketing approach

Continued on Page 8, Col. 1

breaking news

BMW picks new chiefs of R&D and sales

MUNICH.—The composition of BMW's board of management for the late '80s has been decided. It includes new directors of research and development and sales. Hans Hagen will take the R&D post from Nov. 1, following the unexpected resignation earlier this year of Karlheinz Radermacher. Eberhard von Koerber will replace Hans-Erdmann Schoenbeck at sales when he retires toward the end of next year. Hagen is director general of MAN, the heavy truck specialists, and von Koerber is managing director of BMW South Africa.

Auto imports top year-ago month

WASHINGTON. — Automobile imports in July rose 4.8 percent above imports in July, 1982, the Commerce Depart-

See BREAKING NEWS, Page 8, Col. 1

Two Miami dealers accused of warranty fraud

Hondas from Guam lead to $60-million lawsuit

By Kathleen Hamilton
Financial Editor

Two big Miami Honda dealerships have been named in a $60 million class-action lawsuit that charges them with warranty fraud for selling Hondas imported from Guam.

By bringing the hot-selling Accords from the U. S. territory, the cars aren't counted under the voluntary auto export quotas set by the Japanese.

The suit charges that about 2,000 Hondas have been imported from Guam by the two dealerships. One of the dealers named in the suit, who agreed to talk to Automotive News, said the number was probably half that. And he defended his actions as both legal and ethical.

These weren't the first Hondas imported in a fashion designed to circumvent the quotas, said Cliff Schmillen, senior vice president of American Honda Motor Co.

American Honda knows of others that have been imported from Europe and the Pacific area, Schmillen said. He said American Honda has no way of knowing how many were brought in. But those may never have reached the public because their importers had to post bonds and make extensive modifications to the cars so they would meet NHTSA and U. S. emissions standards.

Cars from Guam already meet those standards. They are identical to those destined for the U. S. market.

From a consumer's standpoint, the Hondas from Guam have only two problems: Recall notification would not be sent to owners because American Honda has no record of those sales, and there are warranty hassles.

Ron Esserman, dealer at

Continued on Page 8, Col. 1

NEWSPAPER

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Model-year sales up 16.8 pct.; September rise is 7th in row

By Jenny L. King
Staff Writer

Domestic new-car sales were up in September for the seventh consecutive month this calendar year, bringing the 1983 model year to a close with an impressive 16.82-percent sales gain over 1982.

Imports claimed 23.59 percent of September's total market this year, down from 27.21 percent in 1982. Imports also dropped in penetration for the model year, dipping to 26.55 percent from 28.02 percent in the 1982 season.

Sales of domestic cars reached 6,475,150 in the 1983 model year, up 16.82 percent from 5,543,006. Two years ago the total was 6,590,451.

Import sales in the recent model year added to 2,340,878, up 8.48 percent from 2,157,890. Industry total for the model year was up 14.48 percent, to 8,816,028 from 7,700,896.

September domestic sales of 538,307 showed a 10.21-percent improvement over the year-ago 488,452. Imports slipped an even 9.00 percent during the ninth month, dropping to 166,163 from 182,599. Industry sales adjusted themselves by a plus 4.98 percent, to 704,470 from 671,051.

Third-quarter domestic sales improved 23.98 percent, going to 1,646,131 from 1,327,771 in 1982. Imports were more subdued: Their sales were up just 1.45 percent, to 589,722 from 581,304 for the July through September quarter.

• Buick reported a model-year sales record for 1983, breaking its former high set a decade ago. Buick was the only make to lay claim to such a record. Its sales totaled 810,435.

Oldsmobile listed 12 consecutive months of sales gains. Cadillac reported 13 straight months of improved sales and a model-year gain of 22.40 percent.

On the 1983 model year sales chart, only Imperial, AMC and Volkswagen failed to match or surpass 1982 model-year sales. Imperial, now discontinued, was down 38.62 percent, American Motors' domestic AMC products were off 40.88 percent and VW's U. S. Rabbit missed by 22.58 percent.

At Chrysler Corp., Plymouth sales for the model year were up 3.78 percent, Chrysler was up 84.00 percent and Dodge moved up 23.43 percent over its 1982 level.

Ford Division gained 12.16 percent, Mercury was up 18.66 percent and Lincoln moved ahead by 28.99 percent in the 1983 model year.

Buick was up 16.65 percent, Cadillac was up 22.40 percent, Chevrolet was up 5.83 percent, Oldsmobile was up 25.86 percent and Pontiac was up 11.13 percent.

Renault's Alliance, on the market less than one month in the 1982 model year, was up to 128,338 units for 1983 from 6,837 units. Honda, with 32,398 Accords to its 1983 model-year credit, had no year-earlier comparison figures.

In the 1983 model year, General Motors dealers sold 3,876,006 new passenger cars, up 14.42 percent from 3,387,607 a year earlier. Ford Motor Co.

Continued on Page 70, Col. 1

DOMESTIC SALES

	Model Year 1983	Model Year 1982
Renault	128,338	6,837
AMC	54,667	92,463
AMERICAN MOTORS	183,005	99,300
Chrysler	242,366	149,628
Imperial	1,723	2,807
Plymouth	265,564	255,893
Dodge	309,056	250,392
CHRYSLER CORP.	819,209	658,720
Ford	996,694	888,633
Mercury	379,362	319,697
Lincoln	105,326	81,653
FORD MOTOR CO.	1,481,382	1,289,983
Buick	810,435	694,742
Cadillac	290,138	237,032
Chevrolet	1,306,951	1,234,988
Oldsmobile	955,243	759,000
Pontiac	513,239	461,845
GENERAL MOTORS	3,876,006	3,387,607
VOLKSWAGEN	83,150	107,396
HONDA	32,398	
U.S. INDUSTRY TOTAL	6,475,150	5,543,006

Ford, Caldwell at preview

Ford Motor Co. had a preview of the new Continental Mark VII for Washington newspeople. Ford Chairman Philip Caldwell, left, delivered a luncheon speech at the National Press Club. Henry Ford II, chairman of Ford's Finance Committee, joined Caldwell at the preview.

Chevette, 1000 may be slashed for '85; A-body output to rise

GM to reopen Lakewood for T-car

By Marjorie Sorge
Labor Editor

General Motors will make production switches at three of its assembly plants next year.

Last week, GM President F. James McDonald announced that the company will reopen its idle Lakewood (Ga.) assembly plant in early 1984 to build the Chevrolet Chevette and Pontiac 1000, the T-car.

That production will be moved from the Wilmington (Del.) facility. Wilmington will be converted to production of the full-size Chevrolet and Pontiac for the 1985 model year.

That full-size production will be transferred from GM's Oshawa (Ont.) plant which will continue to build the mid-sized A-cars for 1985.

GM said it is making the switch "to increase production of its mid-size cars for the 1985 model year." Those cars enjoyed increased sales in the '83 model year.

The A-cars are also produced at Doraville (Ga.), Framingham (Mass.) and Oklahoma City. The A-cars are Chevrolet Celebrity, Pontiac 6000, Buick Century and Oldsmobile Cutlass Ciera.

Besides increasing production of the A-cars, the switch brings about other questions.

Is GM cutting down production of its smallest cars, the Chevette and 1000, for the 1985 model year? The announcement comes when the company is on the threshold of importing 80,000 to 100,000 small cars from Suzuki for the 1985 model year and is anticipating FTC approval of a joint venture with Toyota to build small cars at its idle Fremont (Calif.) assembly plant.

The GM/Toyota venture calls for the production of 200,000 small cars for the 1986 model year.

GM also has a deal with Isuzu to sell a new subcompact R-car beginning in the fall of 1984. GM expects to sell about 100,000 the first year.

GM will have three shifts building the T-cars until Wilmington goes down for conversion in May.

According to a GM spokesman, another shift could be added at Lakewood in the future depending on market conditions. However, if a second shift is not added, production of the smallest cars would be more than halved for the 1985 model year.

The Lakewood plant is scheduled to begin building 1984 models at a rate of 46 an hour on one shift. Wilmington currently builds 63 an hour on two shifts.

Sales of the Chevette and 1000 have fallen substantially in the last year. For the first nine months of 1983, Pontiac sold 25,682 of the 1000 models, off 32.7 percent from 38,154 in the same 1982 period. Chevette sales for that period dropped 26 percent from 174,708 to 129,350.

Another question: Is GM scrambling to continue to build its rear-wheel-drive big cars which it reportedly had planned to phase out?

Sales of the RWD big cars have improved 31.3 percent for the first nine months of 1983 to 589,613, up from 449,168 for the same period in 1982.

• The production rate at Wilmington for the full-size cars will depend on market conditions, a spokesman said. Those cars are also built at Fairfax, Kans., at a rate of 60 an hour on two shifts.

Oshawa also currently builds the Chevrolet Celebrity and Pontiac 6000 at a rate of 52 an hour on two shifts. In early 1983, it was announced that plant would begin building the Oldsmobile Cutlass Ciera but that was deferred in July because of market demand. Oshawa will continue to build the two A-cars it curently produces and will have either the Oldsmobile Cutlass Ciera or the Buick Century or both added to its lineup for 1985, a GM spokesman said.

Oshawa will go down in late spring for conversion.

The resumption of work at Lakewood, which has been idle since September, 1982, will return 1,650 laid-off workers to the job. GM has also added second shifts to its Leeds (Mo.) and Framingham (Mass.) assembly plants. Leeds builds the Buick Skyhawk and Oldsmobile Firenza. Framingham produces the Celebrity and Cutlass Ciera.

According to GM Chairman Roger B. Smith, those additions, plus Lakewood, will bring back about 24,000 workers. The company has called back about 66,000 workers since Jan. 1.

Merger plan involves NHTSA, truck bureau

WASHINGTON.—A new National Traffic Safety Administration proposed by the Reagan Administration would not be "a mere shuffling of the boxes on some federal organization chart," Transportation Secretary Elizabeth Dole said last week.

Announcing the planned safety agency shakeup to the American Automobile Assn.'s annual meeting here, Dole said the new agency would merge NHTSA with the Bureau of Motor Carrier Safety, as well as certain functions of the Federal Highway Administration.

This combination would "elevate safety to a level consistent with its importance," she said.

The existing NHTSA and the Bureau of Motor Carrier Safety have both encountered a good deal of criticism of late.

NHTSA has been criticized for its handling of the air-bag and bumper standards and its investigations of certain car safety defects. The Bureau of Motor Carrier Safety has been slapped for its handling of truck safety questions involving twin-trailers and expanded body widths.

"The consolidation we are recommending will require legislation, which is being transmitted to the Congress," Dole said.

She also confirmed that the Department of Transportation is moving ahead on rulemaking to require high-mounted stoplamps and proceeding with work on the anti-lacerative windshield standard.

Mondial Cabriolet Quattrovalvole unveiled

Ferrari's Mondial Cabriolet Quattrovalvole was unveiled during the annual meeting of Ferrari dealers of North America in New York. The car is the first full convertible produced by Ferrari since the 1969 Daytona Spider.

DeLorean trial now scheduled to begin Nov. 1

LOS ANGELES. — Trial of the drug-trafficking case involving John Z. DeLorean has been rescheduled to Nov. 1 in U. S. District Court here.

A ruling in the Ninth Circuit Court of Appeals in San Francisco recently reversed a ruling by Judge Robert M. Tagasuki granting 51 defense requests for information from various government agencies under the Freedom of Information Act.

The appellate court, in reversing the decision, cleared the way for the trial to start before the end of the year.

DeLorean's attorneys have also lost a bid to remove the chief prosecutor on the case, James P. Walsh Jr.

A pretrial hearing is scheduled for Oct. 21 to consider admissability of polygraph tests taken recently by DeLorean.

High seniority, cooperative work ethic also help

New programs slash absenteeism

By Marjorie Sorge
Labor Editor

Hourly workers at the Big Four U. S. auto makers are spending more time on the job these days. Absenteeism rates have dropped in the last year.

The drops at Chrysler Corp., Ford Motor Co., General Motors and American Motors can be attributed in part to the high seniority of the workforce, the cooperative work ethic and, at some companies, a new absenteeism program which cuts worker benefits for the chronically absent.

While all four companies have shown a reduction in absenteeism, they cannot be compared with each other since each company figures its rate on a different basis.

During the last two or three years, the U. S. makers have been forced into heavy layoffs because of sagging sales, leaving basically high-seniority workers on the job. According to some observers, these workers are often more responsible than the younger workers.

It is possible that absenteeism will increase during the recovery but the increase will be basically from the mathematical changes developed by adding more people, according to a Ford spokesman.

Although there is a recovery, it is unlikely that many new workers will be hired since those on layoff would be tapped first for jobs. These laid-off workers are now well aware of the problems of job loss and will likely make a great effort to be on the job, company spokesmen said.

• The increase in the cooperative work ethic at the auto companies is also playing a big role in absenteeism cuts. Workers now want to be at work to get their input into projects, the company said.

Under the new cooperative method, workers are asked for their opinions on the best way to run plants, lines or projects.

New absenteeism programs have been developed at Chrysler and GM. At GM, workers who miss 20 percent of the scheduled work in six months are penalized 20 percent of their general benefits for the following six months.

While 20 percent is the trigger, workers who miss more time than that will have their benefits cut accordingly. The program does not affect workers who are off because of a major illness or other unforeseen circumstances.

The program went into effect at GM in April of this year. At that time, about 10,000 hourly workers were penalized.

According to James E. Pryce, assistant director of arbitration and contract administration, GM labor relations, this new benefit reduction program has cut absenteeism but, he said, joint company/union employe counseling has also been a big boon in reducing the number of AWOL workers.

Other factors include improved sickness and accident administration at the plant level, local plant absenteeism programs, the GM Quality of Worklife programs and the state of the economy, he said.

At Chrysler, the program went into effect for production and maintenance workers in February, 1983, and for parts depot employes in April. That program does not penalize the AWOL workers but is aimed toward progressive self correction through counseling, a Chrysler spokesman said.

According to Charles Dussey, manager research and planning, Chrysler industrial relations, absenteeism at Chrysler is also down because many of the workers have been laid off during the past three years due to the company's financial crunch. He said those workers have had a "long dry spell; they can use the money and don't feel they can take the time off."

For these reasons, absenteeism rates have dropped substantially for the U. S. makers during the past few years.

• At GM the rate has dropped from 3.9 percent in 1981 to 3.2 percent in both 1982 and the first half of 1983 for short-term unexcused absences.

According to Pryce, the short-term absences are a significant operating problem and the new absenteeism program is geared to cut down on the number of workers who take off one or two days here and there. Short-term absences are from one to five days.

Long-term absences are more expensive to the company, he said, but do not cause as significant a problem in operations. GM's long-term absenteeism rate was 7.1 percent in 1982 and 5.8 percent in the first half of 1983.

Ford's short-term AWOL rate has dropped from 4.3 percent in 1981 to 3.7 percent in 1982 and to 3.4 percent in the first half of 1983.

Chrysler's rate is down from 5.6 percent in 1981, to 4.8 percent in 1982 and 4.4 percent in the first seven months of 1983.

AMC's rate has dropped from 5.0 percent in 1981 to 3.7 percent in 1982 and 3.2 percent for the first half of this year. AMC's rate is based only on its Kenosha operations.

BIG THREE ABSENTEEISM PERCENTAGES

	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983
Chrysler	8.1	7.7	6.8	7.4	8.0	7.8	7.4	6.0	5.6	4.8	4.4**
Ford	5.7	5.5	5.1	5.0	6.0	5.9	5.8	4.8	4.3	3.7	3.4***
General Motors*	6.4	6.4	6.0	6.4	7.9	9.8	5.7	4.2	3.9	3.2	3.2***
American Motors									5.0	3.7	3.2***

*—General Motors absenteeism rates for 1977 and 1978 reflect contractual absences.
**—Through July.
***—Through June.
Comparisons among the companies are not valid since each uses a different method of computing absenteeism.
Volkswagen of America would not release its absenteeism figures.

Millionth K-car delivered

Mr. and Mrs. Donald W. Scott purchased the one-millionth K-car built by Chrysler Corp. It was a 1983 Plymouth Reliant four-door sedan. Presenting the keys is Jack Ellis, of Jack Ellis Chrysler-Plymouth, Glendale, Calif. At right is Clark J. Vitulli, Chrysler's Los Angeles zone sales manager. Dealership employes applauded the event.

Chrysler Financial renews $4.2 billion line of credit

DETROIT. — Chrysler Financial Corp. last week arranged a $4.2 billion line of credit it says will be sufficient to meet its needs through September, 1986.

The 349 lenders are basically the same ones already extending credit to the captive finance company, according to Chrysler Financial President E. O. Grote.

The renewal of the credit facilities was necessary because some of the debt was due to mature in December. Through 1984, $3.6 billion worth of debt was due to mature.

Chrysler Financial's financing volume will exceed $10 billion this year, compared with $8.14 billion last year, Chrysler Vice Chairman Gerald Greenwald said in announcing the new credit agreement.

It will finance more than 1.2 million vehicles this year compared with 960,000 last year.

"These new agreements are evidence of the strengthened confidence in Chrysler Corp. throughout the financial community," Greenwald said. "They will provide Chrysler Financial with additional leverage, lower cost for our borrowings and added operating flexibility."

The credit agreements allow Chrysler Financial to increase its leverage, or percentage of indebtedness, in 1985 and 1986, Grote said. In addition, Chrysler Financial will be allowed to increase the sale of its receivables, he said.

Interest rates will be determined by the market at the actual time of borrowing. Chrysler Financial no doubt will benefit from Moody's recent upgrading of its bond rating.

The lenders include major banks, insurance companies and financial institutions on six continents, Chrysler said. Agents will be Manufacturers Hanover Trust Co., Swiss Bank Corp., The Royal Bank of Canada and Union de Banques Arabes et Francaises.

Fallon out as president of Bricklin's company

NEW YORK.—Gerard Fallon, president of International Automobile Importers, Malcolm Bricklin's company, is leaving his post to return to private law practice.

Bricklin told AUTOMOTIVE NEWS that Fallon would remain as a consultant to the company. Bricklin said there was no "falling out" between the two men and that this move was planned when Fallon was hired last April.

Ira Edelson, vice chairman of the board for finance has been appointed president of the company and will hold the dual post of chief operating officer and chief financial officer. The firm imports Bertone and Pininfarina automobiles in the U. S.

Fallon was appointed executive vice president of the company in late April and president in July. Bricklin said he was brought in from law practice to set up the organization for a period of six months to one year.

Bricklin said Fallon "did a fantastic job and put together a great organization." He said Fallon will have an ongoing role with the company as a consultant.

Before joining Bricklin, Fallon was a partner in the Washington-based law firm of Caldouhos and Brushares. He also was vice president and general counsel of Fiat Motors of North America.

Edelson joined IAI as vice chairman for finance in July. He is a former partner in the New York-based accounting firm of Goldstein, Golub, Kessler & Co.

Fallon was unavailable for comment.

FTC to survey attitudes on auto reliability

WASHINGTON. — A study of "auto expectations" has been initiated by the FTC's Bureau of Economics.

As described by FTC Chairman James C. Miller III: "This work is motivated by our product defects cases, which rely partly on plausible but untested assumptions about consumer knowledge of product reliability.

"Basically, the study seeks information on how consumers rate new automobiles for relative reliability. The results of this work should enable us to address problems of defects in automobiles—and perhaps other products—more efficiently and more effectively than otherwise."

NADA receives national award for AUTOCAP

NEW YORK. — The highest award given by the Society of Consumer Affairs Professionals in Business (SOCAP) was presented to NADA to honor its Automotive Consumer Action Program (AUTOCAP).

AUTOCAP is a nationally standardized consumer assistance program to mediate problems between franchised new-car and truck dealers and their customers.

Penelope Longbottom, NADA director of media and consumer affairs, accepted the award on behalf of the trade group. Also in attendance at the SOCAP awards banquet, and recognized by Longbottom as "the architect" of AUTOCAP, was Ford-Datsun-Peugeot dealer and NADA director of Connecticut, Richard Wagner. Wagner for years has headed NADA's Consumer Affairs Committee and was instrumental in the program becoming a major consumer initiative of NADA.

Accepting the award, Longbottom said that NADA was honored that its consumer assistance program had received such a prestigious award. "NADA, through its AUTOCAP program, is firmly committed to paving the way to a new era of cooperation and communication between franchised new-car dealers and their customers," she said.

Thirty-two state and 15 metropolitan dealer associations, collectively representing over 15,000 member car and truck dealers, now sponsor AUTOCAP. Last year, these programs mediated close to 6,000 consumer complaints.

Chrysler at odds with Teamsters

DETROIT. — Chrysler Corp. has hired a non-union trucking firm, TSI Minutemen, to service its Brownstown (Mich.) parts depot, angering members of Teamsters Local 614 who used to have the job. The new trucking firm operates 13 foreign-made vehicles in its 28-truck fleet.

A Chrysler spokesman said the company asked for bids on a contract to deliver parts from Brownstown to dealers in Indiana, Michigan and parts of Kentucky and Ohio and TSI's bid was the lowest of the four submitted.

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